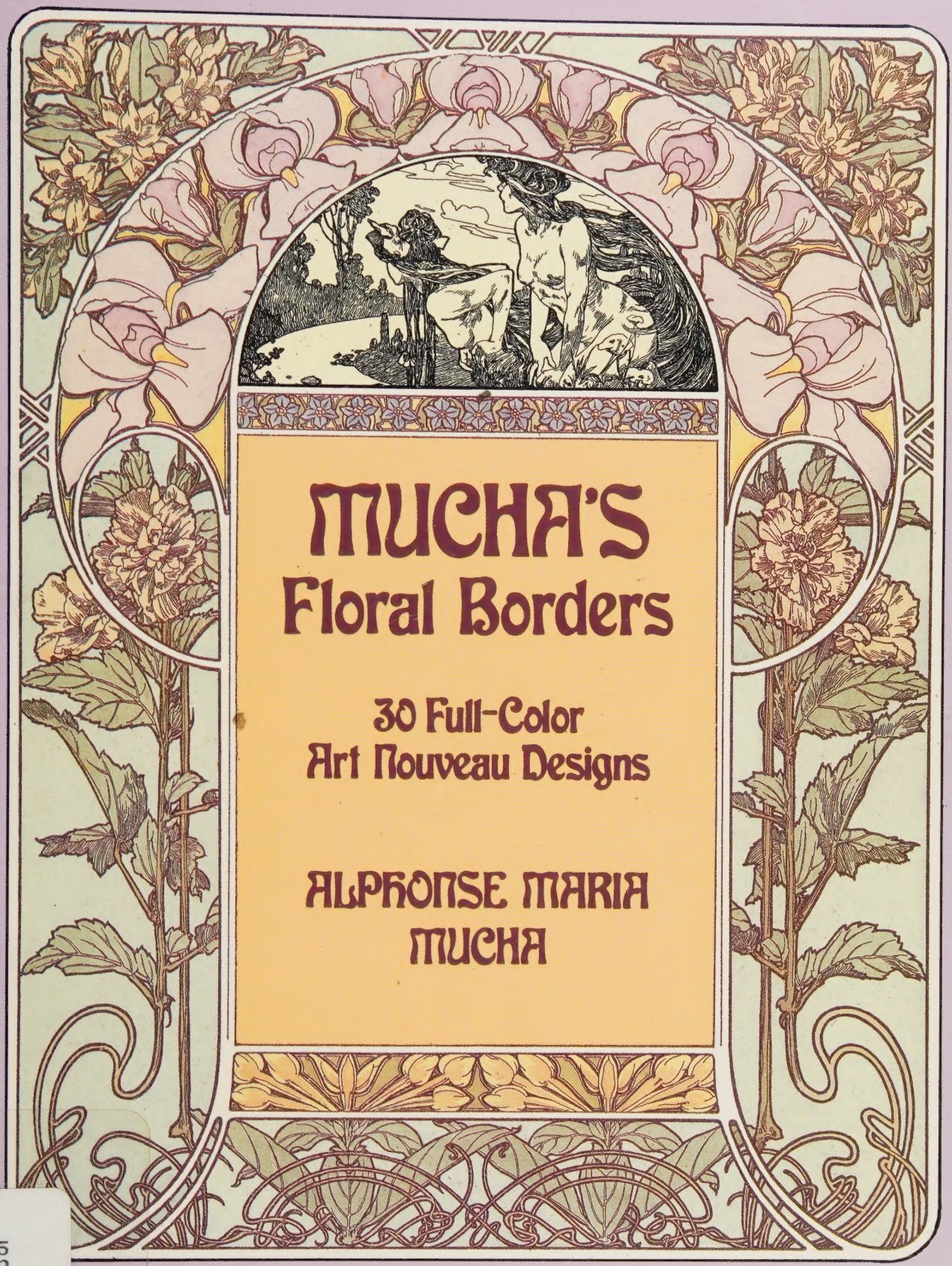

MUCHA'S Floral Borders

30 Full-Color
Art Nouveau Designs

ALPHONSE MARIA
MUCHA

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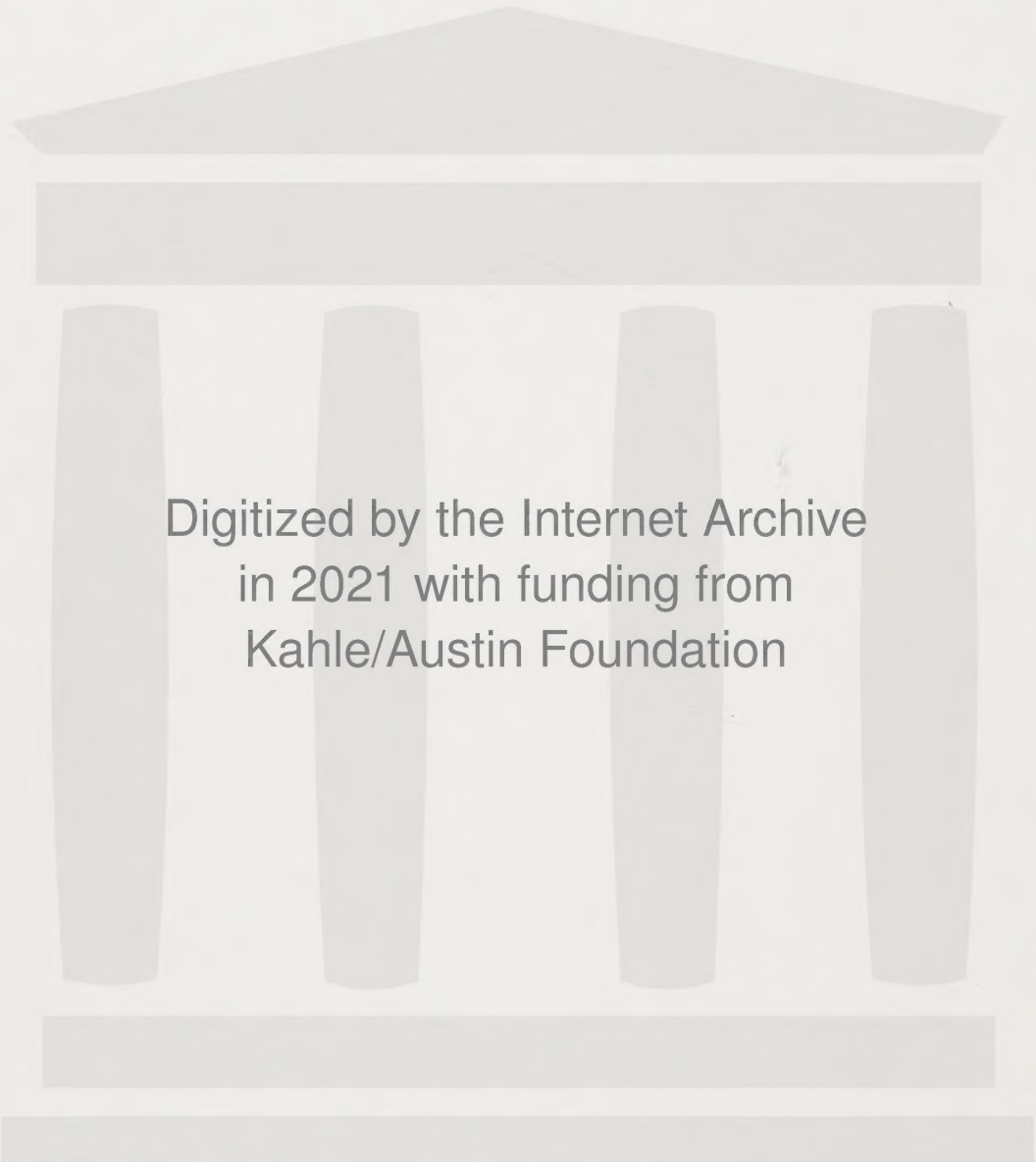
A4
1985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Mucha, Alphonse Marie, 1860-1939.

Mucha's Floral borders

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Lake Tahoe Community College
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MUCHA'S Floral Borders

30 Full-Color
Art Nouveau Designs

ALPHONSE MARIA
MUCHA

Dover Publications, Inc., New York

LAKE TAHOE COMMUNITY COLLEGE
LEARNING RESOURCES CENTER

031494

PUBLISHER'S NOTE

ONSIDERED by many to be the greatest master of the Art Nouveau style, Alphonse Maria Mucha (1860–1939) was born in Moravia and studied in Prague and Munich before establishing himself in Paris. A commission to execute a poster of Sarah Bernhardt in *Gismonda*, received at the end of 1894, brought Mucha immediate celebrity, and for the next decade he dominated French design and decorative arts, turning out posters, *panneaux décoratifs*, stylebooks and magazine and book illustrations. Returning to Prague in 1910, he devoted most of his energies to *The Slav Epic*, a cycle of twenty historical paintings.

The designs reproduced in this collection have been selected from *Cloches de Noël et de Pâques*, published in Paris in November 1900 by H. Piazza et Cie. and printed by F. Champenois in a limited edition of 252. The text was by Émile Gebhart (1839–1908), a professor of literature at the Sorbonne and a noted art historian, who was elected to the French Academy in 1904. The work consisted of three stories, previously published in the anthology *Au Son des Cloches* (Librairie Hachette, 1898). Gebhart gives his version of the Epiphany, tells of the last night of Judas Iscariot and relates St. John the Evangelist's description of what occurred on the eve of the Resurrection.

Mucha illustrated episodes from these tales in the lunettes that appear directly over the rectangular blocks containing the type (which is suppressed in the present edition), but the elaborate floral borders bear no relation to the text. These borders stand as completely independent works of art, demonstrating Mucha's superb sense of composition and remarkable draftsmanship. The artist was fascinated with flowers; although those depicted here are somewhat stylized and arranged in the sinuous curves of Art Nouveau, they are still recognizable—morning glories, poppies, irises, passionflowers and orchids, among others. Although each border was repeated once, sometimes twice, in the book, the color schemes, marked by Mucha's distinctive (but nonetheless luminous) shades, were not repeated. This selection presents each different border in what was judged to be its most effective coloring.

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This Dover edition, first published in 1985, is a selection of 30 borders from *Cloches de Noël et de Pâques*, as described in the Publisher's Note (written specially for the Dover edition).

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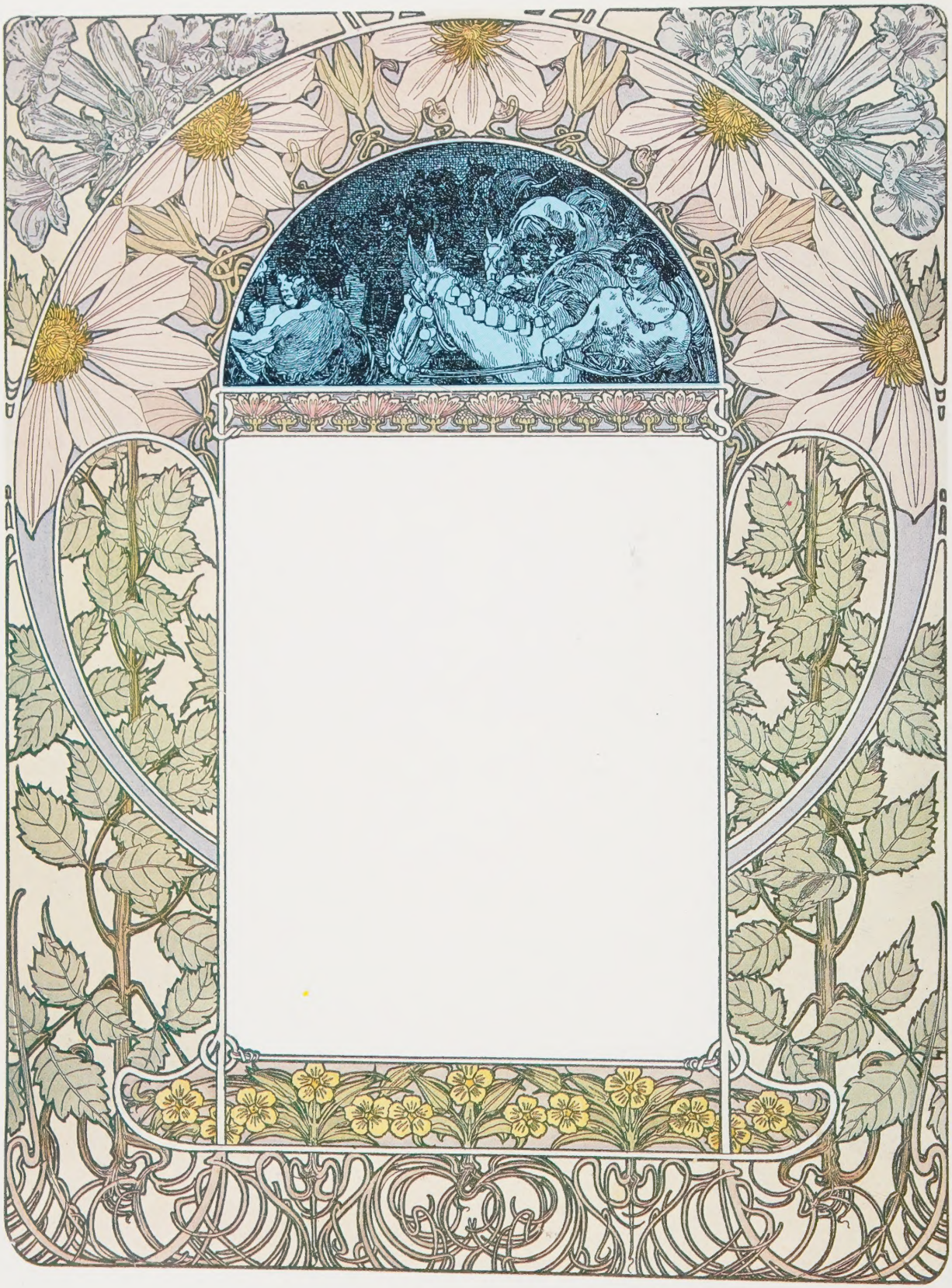

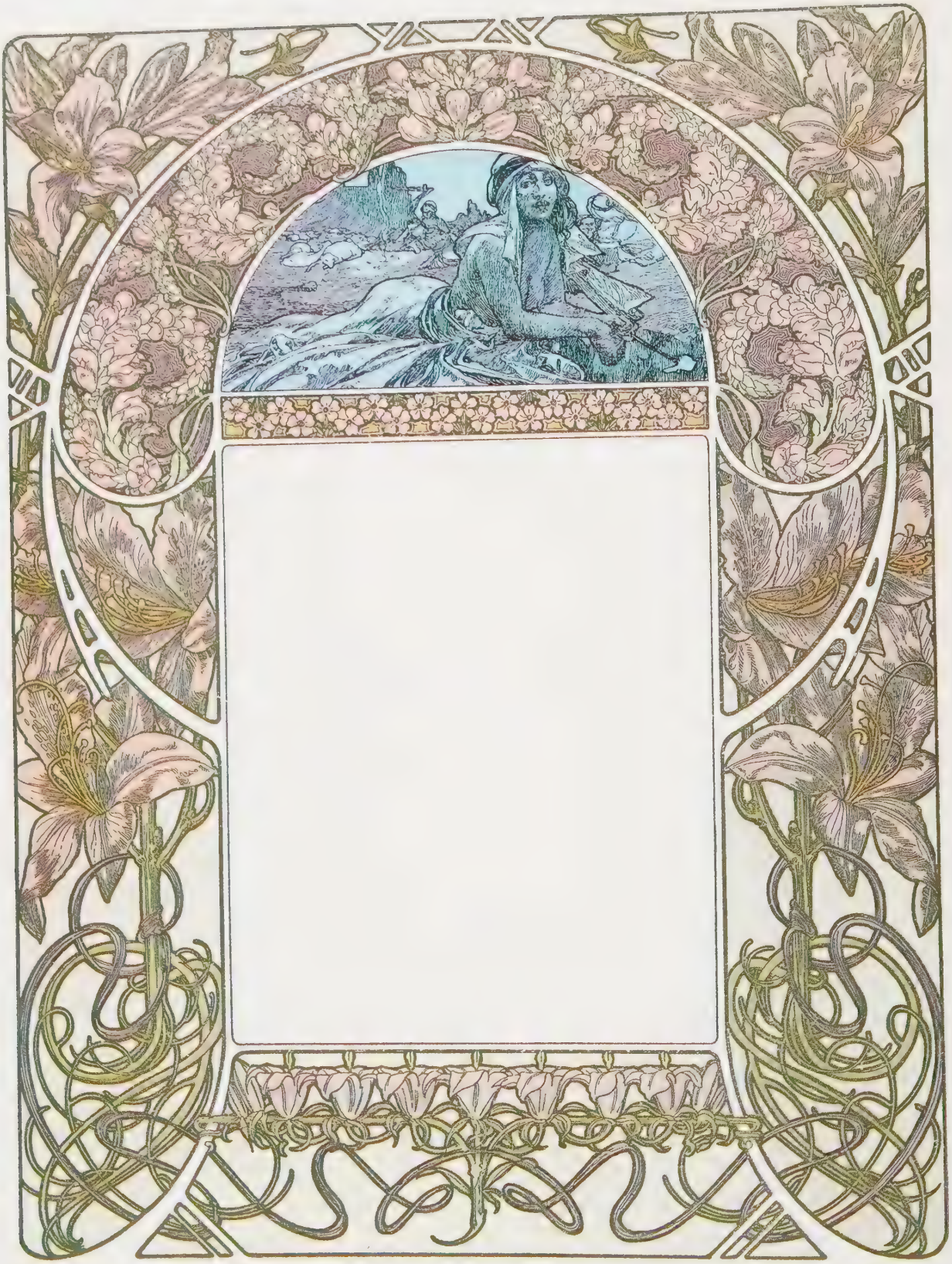

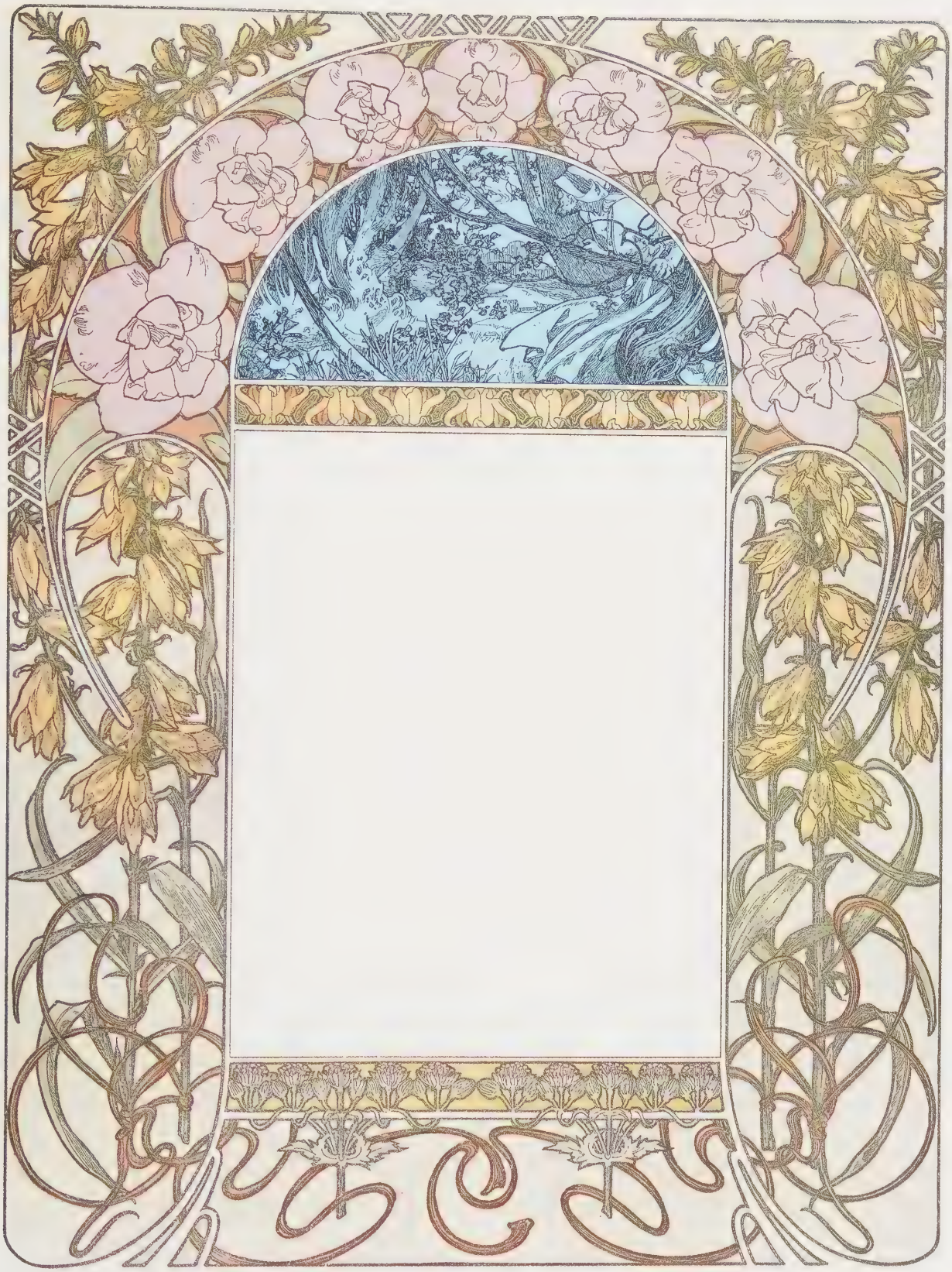

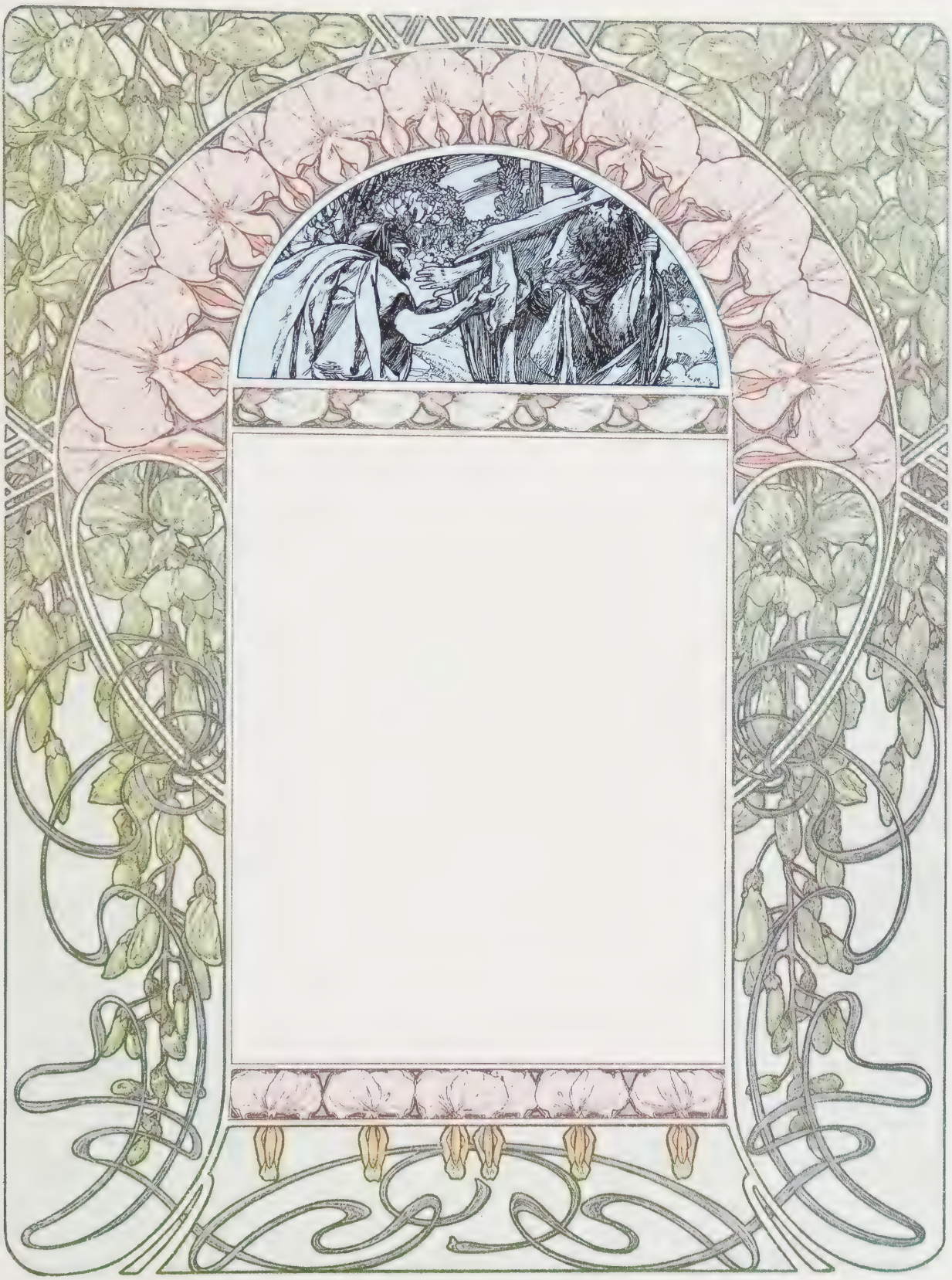

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LAKE TAHOE COMMUNITY COLLEGE
Mucha's Floral borders : 30 full
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MUCHA'S Floral Borders

ALPHONSE MARIA MUCHA

Perhaps the greatest master of the Art Nouveau style, Alphonse Maria Mucha (1860-1939) achieved instant fame in 1894 with a striking poster promoting Sarah Bernhardt in *Gismonda*. For the next decade, his posters and illustrations for books and magazines dominated the sophisticated arena of French design.

This inexpensive volume reproduces 30 exceptional plates from a rare limited edition of Mucha's work, comprising a copyright-free treasury of the master's distinctive designs in their original full colors. Magnificent, elaborate floral borders are arranged in sinuous curves and harmoniously tinted in subdued, luminous shades of pink, yellow, green, aqua, brown and orange. Lush poppies, irises, orchids, morning glories, passionflowers and other blossoms mingle with foliate patterns and stylized vines.

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